1995 PHILIP MORRIS FRANCHISE POSITIONS

MAGAZINE TITLE: WOMAN'S WORLD

ISSUE	FRANCHISE POSITION
FEBRUARY 1995:	
MARCH:	3/14/95 (Back Cover)
APRIL:	4/4/95 (Back Cover)
MAY:	
JUNE:	
JULY:	7/18/95 (Back Cover)
AUGUST:	
SEPTEMBER:	
OCTOBER:	10/31/95 (Back Cover)
NOVEMBER:	
DECEMBER:	12/5/95 (Back Cover)
JANUARY 1996:	

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Source: https://www.industrydocuments.ucsf.edu/docs/hkfy0004

WEEKLY

MAGAZINE TITLE: WOMAN'S WORLD

	MAGAZINE ISSUE DATE	ON-SALE DATE	COVER/ FRANCHISE CLOSE	REGULAR SPACE CLOSE	MATERIAL CLOSE	REGIONAL CLOSE	COPY SPLIT CLOSE	INSERT CLOSE	COMMENTS
1/95	1/3	12/27/94	9/27/94	10/25/94	10/25/94	NA	NA	NA	Five Issues
	1/10	1/3/95	10/4/94	11/1/94	11/1/94	NA	NA	NA	In January
	1/17	1/10/95	10/11/94	11/8/94	11/8/94	NA	NA	NA	
	1/24	1/17/95	10/18/94	11/15/94	11/15/94	NA	NA	NA	
	1/31	1/24/95	10/25/94	11/22/94	11/22/94	NA	NA	NA	
2/95	2/7	1/31/95	11/1/94	11/29/94	11/29/94	NA	NA	NA	
	2/14	2/7/95	11/8/94	12/6/94	12/6/94	NA	NA	NA	
	2/21	2/14/95	11/15/94	12/13/94	12/13/94	NA	NA	NA	
	2/28	2/21/95	11/22/94	12/20/94	12/20/94	NA	NA	NA	
3/95	3/7	2/28/95	11/29/94	12/27/94	12/27/94	NA	NA	NA	
	3/14	3/7/95	12/6/94	1/3/95	1/3/95	NA	NA	NA	
	3/21	3/14/95	12/13/94	1/10/95	1/10/95	NA	NA	NA	
	3/28	3/21/95	12/20/94	1/17/95	1/17/95	NA	NA	NA	
4/95	4/4	3/28/95	12/27/94	1/24/95	1/24/95	NA	NA	NA	
	4/11	4/4/95	1/3/95	1/31/95	1/31/95	NA	NA	NA	
	4/18	4/11/95	1/10/95	2/7/95	2/7/95	NA	NA	NA	
	4/25	4/18/95	1/17/95	2/14/95	2/14/95	NA	NA	NA	
5/95	5/2	4/25/95	1/24/95	2/21/95	2/21/95	NA	NA	NA	Five Issues
	5/9	5/2/95	1/31/95	2/28/95	2/28/95	NA	NA	NA	In May
	5/16	5/9/95	2/7/95	3/7/95	3/7/95	NA	NA	NA	
	5/23	5/16/95	2/14/95	3/14/95	3/14/95	NA	NA	NA	
	5/30	5/23/95	2/21/95	3/21/95	3/21/95	NA	NA	NA	
6/95	6/6	5/30/95	2/28/95	3/28/95	3/28/95	NA	NA	NA	
	6/13	6/6/95	3/7/95	4/4/95	4/4/95	NA	NA	NA	
	6/20	6/13/95	3/14/95	4/11/95	4/11/95	NA	NA	NA	
	6/27	6/20/95	3/21/95	4/18/95	4/18/95	NA	NA	NA	

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	MAGAZINE ISSUE DATE	ON-SALE DATE	COVER/ FRANCHISE CLOSE	REGULAR SPACE CLOSE	MATERIAL CLOSE	REGIONAL CLOSE	COPY SPLIT CLOSE	INSERT CLOSE	COMMENTS
7/95	7/4	6/27/95	3/28/95	4/25/95	4/25/95	NA	NA	NA	
	7/11	7/4/95	4/4/95	5/2/95	5/2/95	NA	NA	NA	
	7/18	7/11/95	4/11/95	5/9/95	5/9/95	NA	NA	NA	
	7/25	7/18/95	4/18/95	5/16/95	5/16/95	NA	NA	NA	
8/95	8/1	7/25/95	4/25/95	5/23/95	5/23/95	NA	NA	NA	Five Issues In August
	8/8	8/1/95	5/2/95	5/30/95	5/30/95	NA	NA	NA	
	8/15	8/08/95	5/09/95	6/06/95	6/06/95	NA	NA	NA	
	8/22	8/15/95	5/16/95	6/13/95	6/13/95	NA	NA	NA	
	8/29	8/22/95	5/23/95	6/20/95	6/20/95	NA	NA	NA	
9/95	9/5	8/29/95	5/30/95	6/27/95	6/27/95	NA	NA	NA	
	9/12	9/5/95	6/6/95	7/4/95	7/4/95	NA	NA	NA	
	9/19	9/12/95	6/13/95	7/11/95	7/11/95	NA	NA	NA	
	9/26	9/19/95	6/20/95	7/18/95	7/18/95	NA	NA	NA	
10/95	10/3	9/26/95	6/27/95	7/25/95	7/25/95	NA	NA	NA	
	10/10	10/3/95	7/4/95	8/1/95	8/1/95	NA	NA	NA	Five Issues In October
	10/17	10/10/95	7/11/95	8/8/95	8/8/95	NA	NA	NA	
	10/24	10/17/95	7/18/95	8/15/95	8/15/95	NA	NA	NA	
	10/31	10/24/95	7/25/95	8/22/95	8/22/95	NA	NA	NA	
11/95	11/7	10/31/95	8/1/95	8/29/95	8/29/95	NA	NA	NA	
	11/14	11/7/95	8/8/95	9/5/95	9/5/95	NA	NA	NA	
	11/21	11/14/95	8/15/95	9/12/95	9/12/95	NA	NA	NA	
	11/28	11/21/95	8/22/95	9/19/95	9/19/95	NA	NA	NA	
12/95	12/5	11/28/95	8/29/95	9/26/95	9/26/95	NA	NA	NA	
	12/12	12/5/95	9/5/95	10/3/95	10/3/95	NA	NA	NA	
	12/19	12/12/95	9/12/95	10/10/95	10/10/95	NA	NA	NA	
	12/26	12/19/95	9/19/95	10/17/95	10/17/95	NA	NA	NA	
1/96	1/2/96	12/26/95	9/26/95	10/24/95	10/24/95	NA	NA	NA	
	1/9/96	1/2/96	10/3/95	10/31/95	10/31/95	NA	NA	NA	
	1/16/96	1/9/96	10/10/95	11/7/95	11/7/95	NA	NA	NA	
					11/14/95	NA	NA	NA	

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